A Research proposal on

"Critical Study on Rural Women Entrepreneurship Development and to measure the social and economic implications with reference to Nanded district"

For the fulfillment of award for the degree of
Doctorate in Philosophy (Ph.D)

In the subject
Management Science

Under the Faculty of
Commerce and Management

Submitted to
Swami Ramanand Teerth Marathwada University, Nanded,Maharashtra

-:By Research Scholar:-

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1) Introduction: Women Entrepreneurship:

It has been globally accepted that women empowerment results in overall economic and social development of the nation. Women constitute half the human resource potential available for economic activity. They perform multiple productive roles. In developing countries large proportion of female participation is seen in agriculture and allied activities, and in the industrial sector, women constitute an average of 27.0 per cent of the industrial task force. The role of women in productive activities in India has been increasing over the years. Women constitute 31 per cent of the adult labor force in India as stated by the Economic Survey of India Report Problems related to women; need to be viewed from the economic perspective and specifically as an important component of Human Resource. Due to historical reasons they have been invisible, but it has been realized that they are also have equal potential. Educating and giving opportunities in various fields of activities would empower them. Among the literates employed in urban sectors lack of entrepreneurial, managerial, and risk-taking skills are constraints to improve competitiveness.

Economic and cultural concepts and complex social constraints governing women's lives make them to attach more on the non-monetized sector than those of men. Employment satisfies the social, economic and cultural needs of individuals, empowers them, and entitles them too many benefits. Employment of women in various sectors, especially in developing countries have brought changes in their economic and social status. Empowerment results from control over resources and the power to take decisions on all major issues concerned. "The empowerment process encompasses several mutually reinforcing components but begins with and supported by economic independence"

The importance of promoting women to engage in economic activities is being increasingly realized in all developing countries. The need is two folds-

1) To empower women by bringing them into main stream of development and by improving their economic status; and
2) To provide new employment opportunities mainly, self-employment by entrepreneurship development among them.

2) Entrepreneurship Development

Entrepreneurship is the act of starting a service or business. If entrepreneurship is to flourish, a number of conditions need to be satisfied such as finance, education and

training, infrastructure, equal opportunity, support from large units and incentives. Entrepreneurial skills involve the need for achievement, desire for responsibility, preference for risk, stimulation by feedback, future oriented and managerial excellence. When viewed from these preferences it can be seen that woman entrepreneurship is yet to emerge in developing countries. A women entrepreneur has a complete understanding of the basic principles governing the industry or trade, ability to evaluate the available information and materials and a sense of social and economic responsibility, courage to carry out plans, continuing insistence on innovation and adaptability and ability to judge values by comparison with persons, time and energy. Women do procure the required qualifications and have been reported as being similar to men in leadership behaviors, problem solving enactment and managerial capabilities. Entrepreneurial development among rural women helps to enhance their person capabilities and also helps in decision-making status, improvement in her financial status and respect from the society.The study is been focused on role played by rural women in India in taking initiation for entrepreneurial role. The study is based on secondary data. Women entrepreneurship is gaining prominence in the wake of globalization and economic liberalization. Entrepreneurial developmentamong rural women helps to enhance their person capabilities and also helps in decision-making status, improvement in her financial status and respect from the society.

Review of Literature: The review of literature section will delve into the existing body of knowledge related to rural women entrepreneurship, multivariate models, and their applicability in the Nanded district. It will explore various theoretical frameworks and empirical studies that have examined factors influencing rural women's participation in entrepreneurship. The review will emphasize key determinants such as socio-economic factors, access to resources, education, training, and cultural influences**.**

Furthermore, it will discuss existing multivariate models used to understand and predict entrepreneurship development, critically assessing their relevance to the context of Nanded district.The literature review will bridge the gap between previous research and the current study, identifying research gaps and justifying the need for a new multivariate model tailored to the unique socio-economic and cultural context of the Talukas in Nanded district. The review of literature for the critical study on rural women entrepreneurship development in Nanded District using a multivariate model reveals a multifaceted landscape of research in the realm of women's entrepreneurial endeavors and their

economic empowerment. Numerous scholars have delved into various aspects of entrepreneurship, gender roles, and development, shedding light on the challenges and opportunities faced by rural women in Nanded District and similar contexts.

Many scholars are working beside of the proposed areas such as Hegde, S. (2014) worked on A Study Of Entrepreneurship Development And Women Empowerment With Special Reference To Non–Governmental Organizations In Pune District (Doctoral Dissertation, Bharati Vidyapeeth University). Scholars like Duflo and Banerjee (2005) emphasize the pivotal role of women's economic participation in rural development, advocating for targeted interventions that consider the socio-cultural dynamics of the region. Furthermore, the studies conducted by Goetz and Gupta (1996) underscore the significance of financial inclusion and access to credit for rural women entrepreneurs, while Kabeer (2005) stresses the importance of considering women's agency and decision-making within the household. Hasija (2023) examines A Study of Retail Management in Organized Retail Outlet in Thane District.

Regarding the multivariate model, researchers such as Greene (2003) have highlighted the efficacy of employing this approach to comprehend the intricate interplay of factors influencing entrepreneurship. The incorporation of variables like education levels, access to resources, family support, and local market conditions can offer a comprehensive understanding of the determinants that shape rural women's entrepreneurial ventures. In the context of Nanded District, studies by local researchers like Patil (2018) provide insights into the specific challenges faced by rural women entrepreneurs, including limited market linkages, inadequate infrastructure, and traditional gender norms. This underscores the need for a multivariate analysis that considers these diverse aspects and their interconnectedness. Tiwari (2002) focuses on the Impact analysis of trainings of farm-women through Krishi Vigyan Kendra, Kota District of Rajasthan (Doctoral dissertation, SNDT Women's University).

In conclusion, the existing literature underscores the importance of understanding rural women's entrepreneurship through a multifaceted lens. The proposed critical study in Nanded District holds the potential to contribute significantly by employing a multivariate model, which can unravel the complex web of factors affecting women's entrepreneurship development. By synthesizing existing insights and incorporating contextual nuances, this study can provide actionable recommendations for policies and interventions that promote sustainable rural women entrepreneurship in Nanded District and similar settings. The

literature review section critically examines relevant theoretical and empirical studies related to rural women entrepreneurship and multivariate models. It explores factors influencing rural women's participation in entrepreneurship and identifies gaps in the literature. The review discusses various multivariate models used in entrepreneurship research and their applicability to the Nanded district context. The section concludes by highlighting the need for a tailored multivariate model to understand and promote rural women's entrepreneurship development.

3) Objectives of the Study:

The objectives of the study are:

1) To study various factors affecting rural women entrepreneurship..

2) To study the Socio-economic implications of rural women entrepreneurship.

3) To understand demographic effects on rural women entrepreneurship.

4. To know the factors that motivates rural women entrepreneurs to engage in various women's entrepreneurial activities.

Hypotheses of the study:-

1) Null Hypothesis:- Factors of entrepreneurship do not affects rural women entrepreneurship significantly**.**

Alternative Hypothesis:- Factors of entrepreneurship affects rural women entrepreneurship significantly**.**

2) **Null hypothesis:-** There is no significant relationship between socio economic condition and rural women entrepreneurship.

Alternative hypothesis;- There is significant relationship between socio economic condition and rural women entrepreneurship.

3) **Null hypothesis**:-There is no significant relationship between demographic factor and rural women entrepreneurship.

Alternative hypothesis;- There is significant relationship between demographic factor and rural women entrepreneurship

4) **Null hypothesis**:- There is no significant relationship between factors of

motivation and rural women entrepreneurship.

Alternative hypothesis: There is significant relationship between factors of motivation and rural women entrepreneurship.

Significance of the Study

The importance of the study is emphasized in this section, outlining its potential contributions to theory, practice, and policy. It highlights how the research findings can advance the understanding of rural women entrepreneurship development and its impact on socio-economic and cultural dynamics in the Nanded district. The section also discusses potential outcomes such as empowerment of women, poverty alleviation, and regional development. It establishes the study's significance in filling the research gap and providing actionable insights for stakeholders.

The significance of the study lies in its potential to contribute to both theoretical and practical realms. By developing a tailored multivariate model for rural women entrepreneurship in Nanded district, the research can enhance our understanding of the complex interactions between various determinants and their impact on entrepreneurship development. This model can serve as a valuable tool for policymakers, development agencies, and other stakeholders to formulate targeted interventions and policies that promote women's entrepreneurship, economic growth, and social empowerment in rural areas. Additionally, the study's findings can guide the allocation of resources, training programs, and support services to maximize the impact of initiatives aimed at fostering women-led businesses. By empowering rural women through entrepreneurship, the study can contribute to poverty reduction, women's empowerment, and overall sustainable development in the Nanded district.

1) Build an enabling environment for women's entrepreneurship.
2) Strengthen networking and advocacy for women's entrepreneurship.
3) Improve rural women's entrepreneurial skills and develop gender-sensitive financial and business services.
4) Encourage a progressive integration of rural women's businesses into the formal economy.

Research Methodology: The research methodology will outline the approach and methods employed to achieve the study's objectives. A mixed-methods approach will be adopted, combining quantitative data collection and analysis with qualitative insights. The study will

involve the selection of specific Talukas within the Nanded district, based on criteria such as economic activity, socio-cultural factors, and geographic representation. Primary data will be collected through surveys and interviews with rural women entrepreneurs, key stakeholders, and experts. The quantitative data will be analyzed using statistical techniques to identify significant determinants and relationships, while qualitative data will provide deeper insights into the contextual nuances. The development of the multivariate model will involve regression analysis and other appropriate statistical tools, integrating various factors identified in the literature review. Ethical considerations will be taken into account during data collection and analysis.

This details the research design, methods, and tools that will be used to conduct the study. It outlines the mixed-methods approach involving both quantitative and qualitative data collection and analysis. The section specifies the sampling strategy, data collection instruments (surveys, interviews), and data analysis techniques (regression analysis, thematic analysis). Ethical considerations related to data collection and participant consent are also discussed. The methodology demonstrates the rigor and validity of the study's approach.

In conclusion, this proposed research topic addresses a critical gap in the literature by examining the multivariate model of rural women entrepreneurship development in selected Talukas of Nanded district. Through a comprehensive introduction, a thorough review of literature, a demonstration of the study's significance, and a well-defined research methodology, this study seeks to contribute to knowledge, policy, and practice related to women's entrepreneurship, empowerment, and regional development.

Research Methodology: The critical study on rural women entrepreneurship development the socio economic implications in Nanded district. A Research study of Selected Sub-Sector of women enterprises in 16 talukas of Nanded district" was conducted by following systematic and scientific methodology. The method of procedure can be described in following aspects:-

1.Population:- Nanded district is the total population of the research study

List of talukas of nanded district:-

1) Nanded
2) Mukhed
3) Hadgaon
4) Kandhar

5)Kinwat

6)Loha

7) Deglur

8) Naugaon (khairgaon)

9) Biloli

10) Himayatnagar

11) Ardhapur

12) Mudkhed

13) Umri

15) Dharmabad

16) Bhokar

2. Sample unit: - researchers will be rural women in selected entrepreneur.

Talukas will be considered sample unit for research study.

3. Types of research study: this is purely descriptive research based on primary secondary data required and necessary information will be collected from rural women, entrepreneur.

4. Sample size: - there are 16 Talukas in Nanded district out of which 8 Talukas will be selected based on geography 'size of the population and numbers of rural women entrepreneur.

5. Source of data:- There are two types of data

Primary data: primary data will be collected from selected rural women with the entrepreneur help of questionnaire formal and informal interview observation and interaction.

Secondary data:- secondary data will be collected from various sources from books 'journals' research articles' government reports and news papers and extensive use of related websites.

Scope of the study: It signifies that women entrepreneurs contribute to the gross domestic product of the country by establishing enterprises and producing goods and services. Due to their entrepreneurial activity, women entrepreneurs bring dynamism in market. In this way, they also help in increasing the national income of the country.

The scope of study reveals the area chosen for research and its relevance. This study is undertaken on basis of work done by selected NGOs working in the field of women entrepreneurship in Pune district. We can understand the same in following manner The scope of study reveals the area chosen for research and its relevance. This study is

undertaken on basis of work done by selected Talukas working in the field of women entrepreneurship in Nanded district. We can understand thesame in following manner

5) Limitations of the study:

The recent study is undertaken with some limitations.

1) The study is limited up to only Nanded District.
2) The study is limited to only scheme of empowerment of rural women entrepreneurship in Nanded district.
3) Findings of the recent topic drawn from the study may not necessarily applicable to other thanwomen entrepreneur in Nanded district.
4) The recent study includes primary data as per its necessity of study but more emphasis will begiven on secondary data.

6) Proposed Plan

Sir. No	Work	Duration (Tentative)
1	Review of Literature	Continue
2	Data Collection	Aug 23 to Sep 24
3	Data Analysis	Oct 24 to Nov 25
4	Theses Writing	Dec 25 to Jan 26
5	Thesis Submission	Feb 2026

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